

ORDER



KSNV

Orders	Order / Rev:	108150
	Alt Order #:	06866655
	Product Desc:	OBAMA SKED B
	Estimate:	2189
	Flight Dates:	10/24/12 - 11/06/12
	Original Date / Rev:	10/22/12 / 10/22/12
	Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

Agency	Name:	GMMB, Inc./ Washington D.C.
	Buying Contact:	
	Billing Contact:	
		Washington Harbor
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Obama for America
	Demographic:	A35+
	Product Codes:	PLC01-Democrat
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

New Business Thru: _____
Order Separation: 00:05:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	12	\$11,245.00	\$9,558.25
10/29/12	11/05/12	18	\$13,275.00	\$11,283.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	12	\$11,245.00	\$9,558.25	0.00
November 2012	18	\$13,275.00	\$11,283.75	0.00
Totals	30	\$24,520.00	\$20,842.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

KSNV	24%	\$24,520.00
Market	100%	\$102,166.67

Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$27,585.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$25,541.67
KTUD	1%	\$1,021.67
KVVU	18%	\$18,390.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$5,108.33

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/24/12	11/05/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)		4-5pm	MTWTF--	:30	4	\$725.00	1	0.00	NM	8	\$5,800.00
FIRST NEWS 3 AT FOUR															
		Start Date	End Date	Weekdays		Spots/Week		Rate		Rating					

